

THE BUSINESS IMPROVEMENT DISTRICT COMMITTEE OF THE CITY OF CALEXICO MET IN REGULAR SESSION ON THE 10TH DAY OF FEBRUARY 2010, AT 8:00 A.M. AT ENRIQUE CAMARENA LIBRARY, 850 ENCINAS AVE., CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR THE HOLDING OF SAID MEETING.

CALL TO ORDER

The meeting was called to order at 8:00 a.m. by Cristina Rocha and led those present in the pledge of allegiance.

ATTENDANCE

Committee members:

Cristina Rocha

David Ouzan *absent*

Eduardo Lopez

Maritza Hurtado *arrived 8:15*

Morris Reisin

Victor Carrillo – City Manager

Rosalind Guerrero – Redevelopment & Economic Development Director

Julia Osuna – Housing Manager

GUESTS

Mauricio Calderon- Mc Marketing

Michelle Bastidas - CCEZ

Robert Gronich – Garlan's

Francisco Rashid - Temptations

Jose Dominguez – Hechos –Opinion

Alberto Cisneros – Time Warner Cable

Benjamin Horton – AMC

Pedro Jimenez – Especial Happy Tours

Arlene Boggs – Boggs Professional Ser.

Anel Martinez – Martinez Tax Ser.

APPROVAL OF AGENDA

Motion was made by Member M. Reisin seconded by Member E. Lopez and passed unanimously to approve agenda as presented.

ANNOUNCEMENTS/PUBLIC COMMENT ON NON-AGENDIZED ITEMS

Danny Silva member of the Beautification Committee extended an invitation to the BID members to help clean up and landscape the corner of Hwy 111 and 98. The Beautification Committee has hired a landscaping company to install planters for new trees. They will be working on the corner on March 5th & 6th. Everyone is welcomed to contact him if you wish to participate. He provided his cell phone number.

Victor Carrillo, City Manager informed the BID he and RDA staff visited the downtown merchants to provide information for programs the city has to offer. Mr. Carrillo mentioned staff will continue to visit downtown and provide program information in written form.

CONSENT AGENDA

Motion made by Member E. Lopez and seconded Member M. Hurtado to approve Consent Agenda consisting of Regular Meeting Minutes of January 27, 2010 and February 3, 2010.

Vote to wit:

Ayes:	E. Lopez, M. Reisin, C. Rocha, M. Hurtado
Noes:	None
Absent:	D. Ouzan

OLD BUSINESS**Strategic Event Planning**

RDA staff provided the BID members a list of events agreed upon the membership at the strategic planning meeting. The dates for advertising were not concluded at the meeting.

Member E. Lopez advised the BID the Calxico Chamber of Commerce has an ongoing advertising agreement with the members to promote their businesses. The Chamber is hosting ads on TV for 4 businesses at different times of the month. This type of promotion has increased sales for the businesses involved. Member E. Lopez stated the BID should request proposals for one year at a time from different media sources. When the BID develops a plan with the proposals, the BID businesses can participate with a small fee to promote their business. Member E. Lopez directed staff to meet with media representatives to request proposals.

Website Subcommittee

RDA staff informed the BID members the contract with Spectrum Advertising is being reviewed for modifications. City attorney will need to review the agreement before it is finalized. Member M. Reisin and member E. Lopez volunteered to be on the subcommittee to help build the website for the BID. RDA staff will inform Spectrum to contact member M. Resin and member E. Lopez.

Officer Elections

Vice Chair C. Rocha opened the nominations. First nomination is for President. She asked if anyone wishes to nominate a member or volunteer themselves for chair. Vice Chair C. Rocha nominated M. Hurtado. Member M. Hurtado accepted the nomination.

Motion was made by member M. Reisin and seconded by member E. Lopez to approve M. Hurtado as Chair of the BID. Vote to wit:

Ayes:	E. Lopez, M. Reisin, C. Rocha, M. Hurtado
Noes:	None
Absent:	D. Ouzan

Vice Chair C. Rocha opened nominations for Vice Chair. She asked if anyone wishes to nominate a member or volunteer themselves for Vice Chair. Member M. Reisin nominated E. Lopez. Member E. Lopez accepted the nomination.

Motion was made by member M. Reisin and seconded by member M. Hurtado to approve E. Lopez as Vice Chair of the BID. Vote to wit:

Ayes:	M. Reisin, C. Rocha, M. Hurtado, E. Lopez
Noes:	None

OTHER

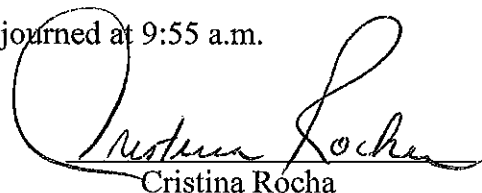
Vice Chair C. Rocha stated the portable restrooms in the downtown area may require to be cleaned more often due to high usage. It was suggested to invite Mr. Conrad Oropeza from A-Modern Sanitation to the next meeting.

Attendance report noted

Next regular meeting date, February 24, 2010.

ADJOURNMENT

There being no further business, the meeting adjourned at 9:55 a.m.



Cristina Rocha